



ORDINARY MEETING OF COUNCIL 4 APRIL 2018

14.1 NAMING OF THE PARK AT THE FERRARS STREET EDUCATION AND COMMUNITY PRECINCT, COMMONLY KNOWN AS MONTAGUE COMMUNITY PARK

EXECUTIVE MEMBER: KYLIE BENNETTS, DIRECTOR, OFFICE OF THE CEO

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1. PURPOSE

- 1.1 Following the assessment and recommendation of the name 'Kirrip Park' as the permanent name for the new community park at the Ferrars Street Education and Community Precinct, this report provides information on the naming decision, and the statutory procedures that are necessary to progress a naming proposal, and seeks Council approval to progress the proposal to community consultation phase.

2. EXECUTIVE SUMMARY

- 2.1 Council sought suggestions from the community for the permanent name for the new Montague Community Park (interim name), part of the Ferrars Street Education and Community Precinct. 12 submissions were made, and subsequently assessed and considered by the City of Port Phillip Cultural Heritage Reference Committee.
- 2.2 The Committee unanimously selected Kirrip Park, submitted by the Boon Wurrung Foundation, to recommend to Council. This name has been assessed by officers in accordance with the *Naming rules for places in Victoria, Statutory requirements for naming roads, features and localities – 2016* (the Naming Rules), and Council's Guidelines for the Naming or Re-Naming of Roads, Lanes and Reserves,
- 2.3 Council is required to consult with the community when considering naming applications. The method and extent of consultation is dependent on the significance of the feature to be named, and the number of affected community members.

3. RECOMMENDATION

That Council:

- 3.1 Approves the progression of the proposed name of Kirrip Park, as the official name for the area that is commonly referred to as Montague Community Park, to the community consultation stage.
- 3.2 Notes and thanks the community for participating in the naming process by submitting names for review.
- 3.3 Expresses appreciation to the Boon Wurrung Foundation for providing the name Kirrip Park, which reflects the intent and environment of the park and its users.



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4. KEY POINTS/ISSUES

Consideration of Proposal

4.1 Assessment panel

- 4.1.1 Submissions from the community were invited by an internal working group and assessment panel on proposed names that are relevant to the local area and site, allow the location of the park to be easily identified, and are not the name of a living person, commercial business, trade name, or not-for-profit organisation. Submitted names must also be compliant with the “general principles” of the Naming Rules.
- 4.1.2 In accordance with Council’s Guidelines, the assessment panel advised through its promotions that to address the imbalance of the types of names currently in use, the use of Aboriginal languages for names is encouraged, subject to agreement from the relevant Traditional Owner group or groups, and these names would be prioritised in the assessment process.
- 4.1.3 The panel conducted an initial assessment of names received, including the removal of submissions that did not meet the selection criteria and/or Naming Rules requirements. All applications that met both were forwarded to the Cultural Heritage Reference Committee for further consideration.

4.2 City of Port Phillip Cultural Heritage Reference Committee

- 4.2.1 12 naming proposals were referred to the Cultural Heritage Reference Committee. The Committee is Chaired by the Mayor, Cr Bernadene Voss, and includes members from community based historical societies. The Committee provides advice and feedback about cultural heritage and local history through input to policies which impact on heritage and history, improving access to heritage services, assisting in the development of city-wide programs to highlight historical and heritage assets of the city, and accessing community resources where relevant to support heritage services.
- 4.2.2 The committee made their own initial assessment of the proposed names against the Naming Rules, and Council’s Guidelines.
- 4.2.3 The Committee unanimously selected **Kirrip Park**, submitted by the Boon Wurrung Foundation, to recommend to Council, noting that the meaning of the word (friend/mate) was thought to be relevant to the local school and community environment.

4.3 Governance assessment – assessment against the principles

An analysis of the naming proposal was conducted by Council officers against the principles in the Naming Rules. The naming rules are based on national standards and policies and provide a strong basis for standardised and unambiguous naming procedures across Victoria. Officers assessed the naming proposal against the following key principles:



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4.3.1 **Principle (B) Recognising the public interest**

Regard needs to be given to the long-term consequences and short-term effects on the wider community of naming a place. Changes will affect not only the current community but also future residents, emergency response zones, property owners, businesses and visitors. Long-term benefits to the community must be shown to outweigh any private or corporate interests, or short-term effects.

4.3.2 **Principle (C) Linking the name to place**

Place names should be relevant to the local area. This principle is particularly relevant to new areas, where naming themes can provide a strong link to place. Kirrip Park links to the park as it relates to Aboriginal culture and occupation of the land.

A place of greater than local significance should have a name relevant to the wider community. The proposed Kirrip Park is defined under the Naming Rules as a feature of greater than local significance as it is proposed to be created as part of a joint project between Council and the Victorian Government, and has major recreational landscape features.

4.3.3 **Principle (F) Recognition and use of Aboriginal languages in naming**

The use of Aboriginal languages in the naming of roads, features and localities is encouraged, subject to agreement from the relevant Traditional Owner group(s). Kirrip Park means 'friend/mate' in the Boon Wurrung language, and was submitted to Council by the Boon Wurrung Foundation.

The Boon Wurrung Foundation represents the traditional people and custodians of the lands from the Werribee River to Wilson Promontory (First People of the Bays (Port Phillip and Westernport) and South East Victoria).

4.3.4 **Principle (J) Language**

Geographic names must be written in standard Australian English or a recognised format of an Aboriginal language local to the area of the feature. Geographic names should be easy to pronounce, spell and write, and preferably not exceed three words or 25 characters.

4.4 Determination

In completing the assessment against the principles of the Naming Rules, officers have determined that it is considered appropriate for Council to approve the progression of this naming proposal to the public consultation stage.

5. CONSULTATION AND STAKEHOLDERS

5.1 Phase 1 consultation - call for park name suggestions

5.1.1 Suggestions for park names were called for through advertising in the Port Phillip Leader, Have Your Say online engagement page with survey, promotion via social media, and consultation information with local historical societies and experts.



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- 5.1.2 South Melbourne Primary School and Ferrars Street Education and Community Precinct users were engaged via promotion of the call for naming suggestions by the school's Principal Noel Creece, and education email databases.
- 5.1.3 The Boon Wurrung Foundation was invited to research and provide appropriate Indigenous names.

5.2 Phase 2 community consultation on Kirrip Park

- 5.2.1 Council will conduct a community consultation process on the proposed name by advertising in the Port Phillip Leader, Have Your Say online engagement page with survey, and promotion via social media.
- 5.2.2 Consultation with stakeholders such as South Melbourne Primary School, and the immediate community (which broadly includes residents, ratepayers and businesses within the immediate area directly affected by the proposal) will be in writing via letter or email.
- 5.2.3 Consultation with Traditional Owners

The Victorian Aboriginal Heritage Council recognises three organisations seeking to represent the Boon Wurrung People, and accepts that members of Boon Wurrung Foundation Ltd, the Bunurong Land and Sea Association Inc and Bunurong Land Council Aboriginal Corporation are Traditional Owners of Boon Wurrung (Bunurong) country. Council will consult directly with all groups in writing.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Council's obligations in relation to naming proposals are determined by the *Geographic Places Names Act 1998*. By complying with the governing legislation and ensuring a transparent community consultation process is undertaken, there is no legal or other risk implication associated with the proposal.
- 6.2 There is a risk that the name is not supported. If this occurs, another name will need to be found and consultation undertaken.

7. FINANCIAL IMPACT

- 7.1 Expenditure associated with the naming proposal will include administration costs, consultation costs and appropriate signage. These will be funded from Council's operational budget.

8. ENVIRONMENTAL IMPACT

- 8.1 There are no environmental implications of naming the reserve



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9. COMMUNITY IMPACT

- 9.1 The park will be the first new park in Fishermans Bend and provides an integral outdoor space for the community. The park design includes a paved entrance and forecourt area facing Buckhurst Street, terraced lawn areas, lighting, seating, footpaths and native garden beds. Trees and shrubs will be planted throughout the park with a diverse mixture of tree species.
- 9.2 Following its opening (currently scheduled for mid-2018), Council will plan other facilities for the park in consultation with the Montague community and South Melbourne Primary School. These could include a playground and outdoor fitness equipment.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

This naming proposal aligns with the following strategic directions in the Council Plan 2017-27:

- 10.1 DIRECTION 1 We embrace difference, and people belong
• A safe and active community with strong social connections • Community diversity is valued and celebrated
- 10.2 DIRECTION 3 We have smart solutions for a sustainable future
• A greener, cooler and more liveable City
- 10.3 DIRECTION 4 We are growing and keeping our character
• Liveability in a high density City • A City of diverse and distinctive neighbourhoods and places

11. IMPLEMENTATION STRATEGY

- 11.1 It is recommended that Council approves the progression of the proposed name of Kirrip Park, as the official name for the area that is commonly referred to as Montague Community Park, to the community consultation stage. A report will then be presented to Council with details of the feedback obtained during community consultation. Council can at that time, make a decision on whether it still wishes to progress with the name Kirrip Park.
- 11.2 Following final approval by Council, the name will be submitted to the Office of Geographic Names for approval from the Registrar, at which time the name will be officially registered in VICNAMES, a database that stores information and data related to all officially registered and recorded features, locality and road names in Victoria.

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS

1. Montague Community Park artist impression
2. Aerial precinct view artist impression